

CASE STUDY

ABOUT THE CLIENT

The Client is a leading publicly listed company that offers a wide range of telecommunications, consumer utilities and finance products to the business and consumer markets.

BUSINESS CHALLENGE

The Client wanted to scale their business efficiently while continuing to deliver a valuable product offering to their customers without compromising service levels or customer experience. They needed a provider who could boost and support parts of their business operations, including:

- Customer service
- Technical support
- Customer retention
- Sales

OUR CUSTOMISED SOLUTION

People

We carefully handpicked a team of specialists who matched the Client's expectations and requirements. Our team applied the client's business model and principles strategically to support their customer service and increase sales.

Technology and infrastructure

Our state-of-the-art infrastructure and facilities provided the Client with a solid business platform. Deeper insights and analytics around business metrics, managed operational efficiencies and consistent support each step of the way allowed us to help the client develop and hit strategic targets.

Training

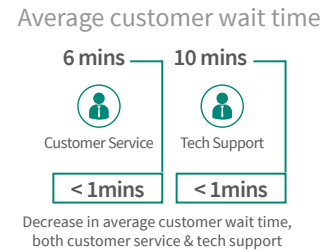
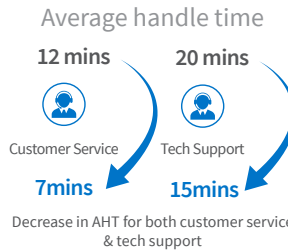
Our Account Management team facilitated structured meetings and workshops to help improve the provider-client relationship, develop a culture of continuous improvement and align important goals necessary for business growth.

STRATEGIC SOLUTIONS THAT PAVE THE WAY FOR GROWTH

How a small start-up company evolved to a large corporation with our organisation

SOLUTION SUCCESS

As the Client's first offshore provider, we were trusted to handle their start-up operations with four campaigns—customer service, technical support, sales and customer retention—from our contact centre in Manila, Philippines in 2006. Since then, the Client has experienced continued business growth through a long-term partnership with us.



Customer retention



Average sales conversion for customer retention grew by 62% resulting in a total of 77% of customers retained

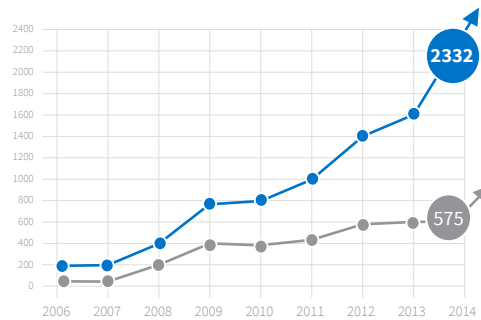
Customer sales per day



Average sales per day increased from 2 to 3.5

Due to the tremendous success achieved by the first four campaigns, the Client outsourced several more business lines to our company to increase value of their product offerings and services. From 2011 to 2014, the Client supplemented the original team with campaigns focused on lead generation, business, provisioning and IT support, email/chat support and administration.

OPERATIONAL FTE GROWTH/YR



SALES FORCE



CUSTOMER RETENTION



CONCLUSION

Our team was able to deliver incredible results tailored to the unique demands and complexities of the Client. By trusting us to manage their customer relationships, they were able to focus on developing new products and expand their service offering. This helped the Client quickly grow from a start-up company to a large corporation.

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